

FIG 1

Advertisement	Information Type	Zone/Area Related Information	Information Attributes	Information Validity	Preferentials	Language Keys
Advertiser X	Normal	Entering Zone Y	Text, Video, Audio	Expires March 2, 2010; valid between 10 am and 2 pm weekdays	Male or Female, 25 years or older	French, Swedish, English

FIG 2A

Subscriber	Capability of Receiving Device	Type of Connection	Information Type	Information Profile	Language Keys	Service Active
Subscriber Z	Video and Audio	384 Kbps	Greeting	Female, 35, no children	French and Swedish	Yes

FIG 2B

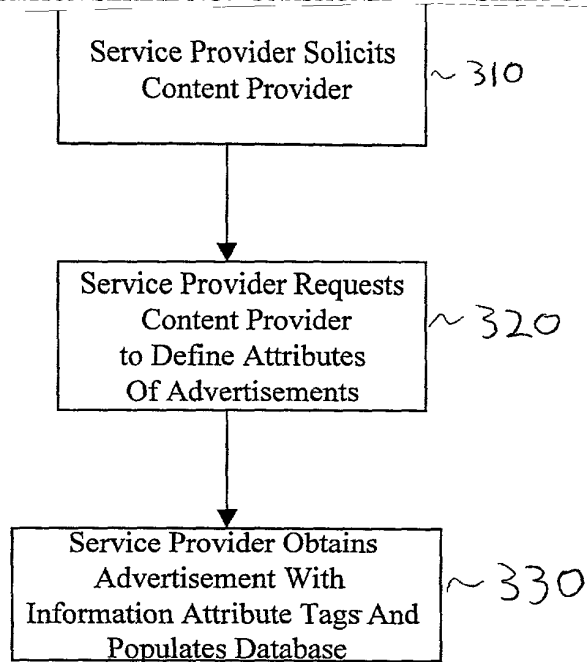


FIG 3

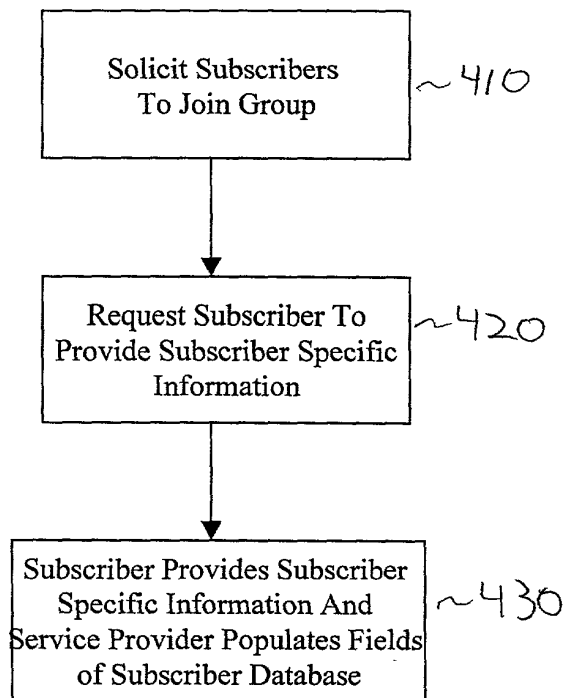


FIG 4

FIG 3

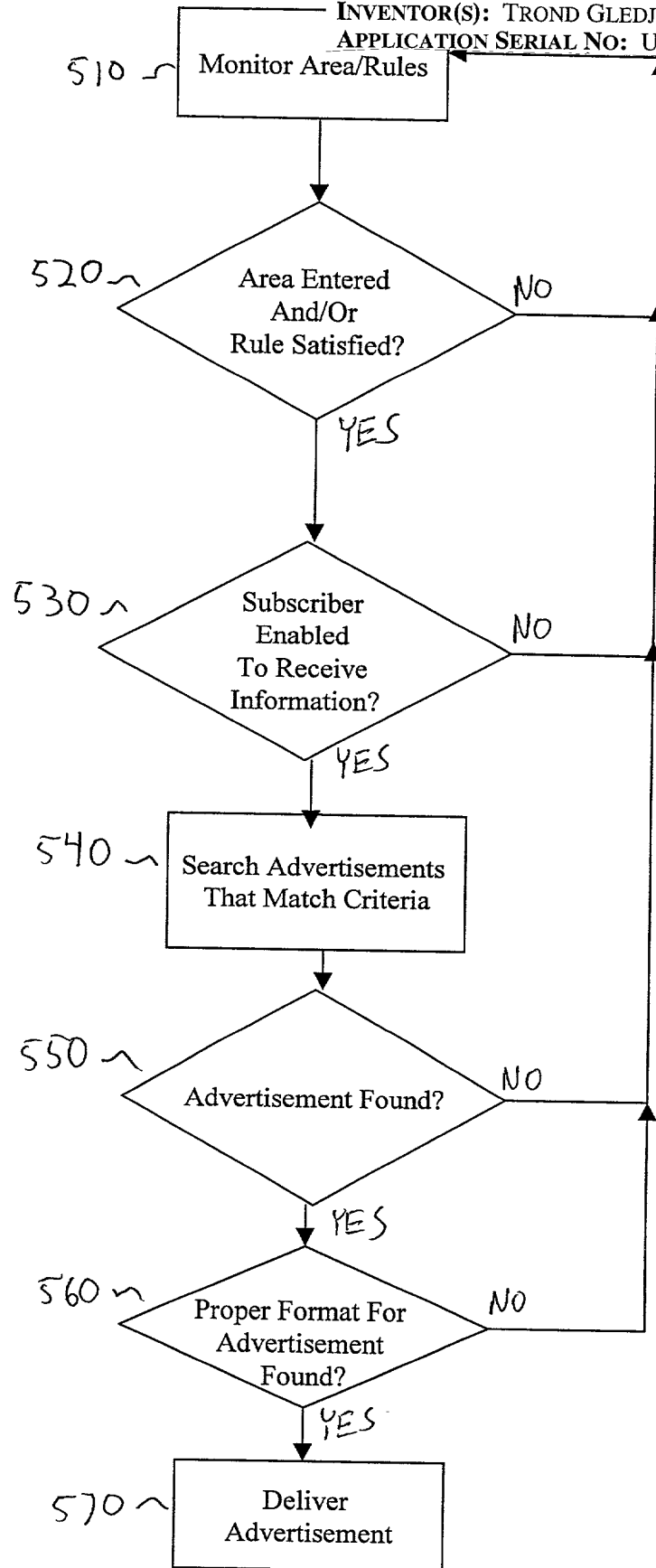


FIG 5